



# WEEKLY REVIEW

## THE MAN WHO WINS

The man who wins is the man who climbs  
The ladder of life to the cheery chimes  
Of the bells of labor and bells of toil,  
And isn't afraid that his skin will spoil  
If he faces the light of the glaring sun  
And works in the heat till his task is done.  
A human engine with triple beam  
And a hundred and fifty pounds of steam,  
And he reads Success—that's no dream.



# The Weekly Review



Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME  
T W O

Thursday, July 15, 1909

NUMBER  
T H I R T Y



## Handicap Contest

### Starts May 31st, Ends July 31st

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#### SEVEN PRIZES OFFERED

First, Original Painting, Valued \$100.00 or More

Second, Original Painting, Valued \$100.00 or More

Third - - \$30.00 Cash

Fourth - - 25.00 Cash

Fifth - - 20.00 Cash

Sixth - - 15.00 Cash

Seventh - - 10.00 Cash

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#### Standings Published Weekly

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Scores Based on Averages for Year to May 1st

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#### New Men Rated by Sales Department

10 Points for Writing an Average Weekly Total.  
1 Point Less for Each 1-10 Less Than Weekly Average.  
2 Points for Each 1-10 Increase Over Weekly Average.  
10 Points for Largest Increase Over Weekly Average.  
5 Points for Second Largest Increase Over Weekly Average.

10 Points for Largest Number of Orders, Weekly.  
5 Points for Second Largest Number of Orders, Weekly.  
1 Point for Each Day's Business.  
1 Point Extra for Writing Business on the Fifth Day.  
3 Points Extra for Writing Business on the Sixth Day.  
1 Point for Each Mailing Card or Blotter Order.

Despite the fact that Mr. McLaughlin was unable to be in the field during week ending July 3rd on account of sickness, he still maintains the lead by a slight margin. Mr. Conkling stands number two and John Dean

Thompson number three. The work of Mr. Thompson in running up a score that places him in third place illustrates probably better, the possibilities of this contest, than the work of any other man. At the end of the second



week Mr. Thompson was not in the running at all; the third and fourth weeks he made a score of 42 points for each week; despite the fact that he comes back with only 8 points the fifth week; he is now in third place.

We venture to say, as in most contests, there are a number of men on the force who have deluded themselves into believing that they have not a chance in the contest. This is a big mistake and there is still plenty of time for almost any man on the force to prove a winner.

Mr. Lott who made the best score for week ending July 3rd is another striking illustration of the fact that every man has a chance. Mr. Lott has not been in the running up until this week. He wrote a volume of business considerably in excess of his average and counts 21 points. His sales show the largest increase for the week, and he counts 10 points under this heading. He tied with Mr. Carter for the largest number of orders for the week, and counts 10 more points. He wrote business every day and scores 10 points under this heading making his total score for the week 51 points. From far down in the column, he jumps into fifth place in the total score to date.

Mr. Conkling scores 29 points which is the second best score of the week. His sales show an increase of 25 per cent. over his average, and he counts 15 points. He has the second largest increase for the week, and counts five points under this heading. Business for five days counts him six points and three mailing card or blotter orders 3 points, making the total 29.

Mr. Carter follows with a score just two points less, his count being 27 points. He writes a business some few dollars over his average and scores 10 points. He tied with Mr. Lott for the largest number of orders for the week, and counts 10 points under this heading. Business for five days gives him six points and one mailing card order one point.

Mr. Beelman has a score of 21. He writes a business slightly over his average for the year and scores 11 points; adding to this 10 points for reporting a perfect week, makes his count 21.

A. E. Gerlach scores 15 points. His business is not up to his average for the year, still he counts 7 points under this heading. He wrote business five days counting six points, and two mailing card or Blotter orders.

Mr. Huffert follows with 14 points. His business is not quite up to average and he scores 8 points. Four points for days' business, and two blotter or mailing card orders,

gives him a total of 15.

Mr. Lindsley follows with a score of 13 points. Messrs. Barber, Meyer and Parks tie for eighth place with a score of 12 points each.

A number of others follow who have made fair scores, and we are watching this contest with a great deal of interest at headquarters.

One of the most gratifying features of this contest is, that a larger number of men appear to be interested than in most contests and we attribute this to the fact that every man on the force has the opportunity of making a good score even though he is not a star salesman.

All that is required of a man is that he write an average business or better, and with regularity. The men who are doing this are making good scores. The chances are that when the winners are announced most of these men will figure up in the first division.

In most contests in which salesmen are asked to participate it is a foregone conclusion that many men on the force have not the least chance of winning, and this very point was considered carefully when outlining the plan for this contest.

By the time this reaches you there will still be two more weeks left in the contest, ample time for every man to get out and write a good business, and at least make a respectable showing in the total score.

## Withdrawals From Regular Line

**S**ALESMEN must at once withdraw samples of the following Hangers, which we have decided to discontinue. Orders at present in the house will exhaust our stock and we shall make no further run.

17x34. 303. An Island Princess.

17x34. 304. In the Heart of the Rockies.

17x34. 305. Edge of the Wood.

14x23½. 1101. Viola.



# JUNE SALES AHEAD OF MAY

## Sales Force Respond to Call and Repeat Performance of Last Year

In the issue of the Review under date of June 17th we called the attention of the sales force to the fact that June sales last year exceeded those of May. At the same time we pointed out the fact that the sales for May this year showed a splendid increase over the corresponding month of 1908, and in order to duplicate the performance and book a business in June in excess of the business booked in May, the sales force would have to go at a lively clip. We are very glad to say that the force has responded nobly and we repeat, "Tis not G-B policy to go backward."

When May sales for this year were footed up and they were found to show such a splendid increase over last year someone around the office made the remark, "We can't show an increase for June over May," and again we say the G-B motto has always been, "Onward and Upward." "Remember we never stand still; we are always pushing forward or slipping backward," says a writer. If we stand still people behind will push on over us or past us. To be in the van and remain in it we must keep moving forward, ever forward. Inactivity may be all right in some lines of business, but in the calendar game it is all wrong. It

stands for sure failure. It is the way of the dead ones. The inexorable demand of success is "Forward."

Now that the first six months are past, and the promises of the sales force made at the last convention for increase and expansion have been nobly fulfilled, we are wondering what the last six months of the year will bring forth. A glance at the sales book shows that some mighty fine business was written after the first of July last year, and we confidently look to see the splendid increase made every month by the sales force continue throughout the year.

Those of you who have been on the G-B sales force for more than a year, will find it a big help to you if you will take your sales for each week and each month and keep them before you and then make a determined effort to break each week's record. John Dean Thompson writes that he has been doing this lately and finds every week for the past several weeks, no matter how good a week he had last year, he has been able to beat it. A glance at the sales book shows that while in some cases his increase was only in the neighborhood of 10 per cent., for other weeks it was as high as 350 per cent.

Set a mark for yourself and you will find it much easier to pass that mark and report a good business, than otherwise. *Remember, prospects never thrive under absent treatment.*

## WEEK ENDING, JULY 3rd

Mr. Lott leads the sales force for the week with a very satisfactory total. He wrote business every day and a total of nine orders. His sales show a very nice percentage of increase over his average for the year, and he has made a splendid score in the handicap contest as referred to elsewhere. His best order, written on Monday, amounts to \$193.00. A subject-

to-countermand order which Mr. Lott booked sometime ago, passed the critical point and goes to his credit during the week. This order amounts to \$147.00 and of course helped his total for the week materially.

Mr. Meyer stands number two in gross sales for the week, despite the fact that he only wrote business two days and a total of four orders.



His orders however, were good ones, the larger one amounting to \$221.85.

Mr. Beelman reports a perfect week and a satisfactory total. He stands number three in gross sales. He wrote a total of seven orders, his best one amounting to \$109.00.

Mr. Barber stands number four. The larger portion of his business was written early in the week. Three orders booked on Monday amount to \$278.00. We received a blank report for Tuesday and on Wednesday he wrote a fair business. For the remaining three days of the week we have not received reports.

Mr. Conkling stands number five. He wrote business every day with the exception of Thursday and a total of five orders. His two best orders of the week were written on Monday and Tuesday, one amounting to \$95.00, the other to \$99.00.

Mr. Carter follows with a total about \$25.00 less than that of Mr. Conkling. He reports business for five days and a total of nine orders. Wednesday was Mr. Carter's best day, on which he wrote two orders amounting to \$133.00.

Mr. A. E. Gerlach is back in the traces again and stands number seven for the week. He reports business five days and a total of seven orders. His best business of the week was written on Thursday and Friday.

As usual there are a number of men who have written a very fair volume on which the commissions no doubt amount to considerably more than they would make in most lines of business, and altogether the showing for the week is very fair.

### Days' Business.

Mr. Beelman and Mr. Lott report perfect weeks, having written business every day. Those who failed to write business but one day during the week are as follows:—Messrs. Carter, Conkling, A. E. Gerlach, Lindsley and Lins.

### Number of Orders.

Mr. Carter and Mr. Lott tie for first place under this heading, each having written nine

orders during the week. This is the second time this has happened in the handicap contest, and as we announced a short time ago, in case of a tie, we have made a ruling that each salesman would score 10 points.

Messrs. Beelman, A. E. Gerlach and Lins tie for second place with a total of seven orders each. There are three tie for third place with a total of six, viz: Mr. Lindsley, Mr. Moore and Mr. Parks. Messrs. Conkling, Huffert, Thompson and Graves tie for fourth place with five orders each. Six salesmen tie for fifth place with four orders each.

Dispite the fact that charter week which ended the 26th of June was an unusually hot week, the showing under number of orders booked was considerably larger. All of which goes to show that if the sales force would make the effort, they could write a considerably larger business. As a matter of fact the sales for charter week were much larger than that ending July 3rd.

We of course, are mighty glad that the force made a special effort during charter week, and as said before the results were most gratifying. At the same time we cannot help but feel that if some men would put in a little more steady work during the Summer months, their commission accounts would show up much more satisfactory the first of the year. Understand this is not written in a fault-finding spirit, as the force has been doing splendid work as a whole. One particularly gratifying fact is that June sales exceed those of May, as they did last year, however when one looks at the difference in the total sales for the week ending July 3rd and those of week ending June 26th it is very apparent that a little more steady work on the part of the sales force, the kind of work that made charter week show up so nicely, would help both the sales force and the G-B Co. materially.

Make an effort to write business at least four or five days of the week, during the Summer months. There is absolutely no question but that you can do this if you will make the effort.



## SOME GOOD ORDERS

There were some very fair orders booked during the week, a few of which we mention.

Mr. Barber sold a druggist 6,000 Palm series Mailing Cards. Mr. Beelman's best order was from a wholesale liquor dealer and amounts to \$109.00. The subjects selected were "Viola" in series M11, and "Lincoln in '61," in series M4.

Mr. Carter sold a grain, coal and live-stock company a bill amounting to \$110.00. Their selection was "A June Rose," in series 4 roll. Mr. Conkling had two fair orders during the week. One was from a laundry and calls for a lot of 12 x 15 special mounts and 3600 large sized Palm series Blotters, and amounts to \$100.00. His other good order was from a jeweler. He sold him \$95.00 worth of series M28.

Mr. Meyer sold a trust company "An English Fishing Village." They ordered it in series 2 roll, series M2 mount and series 7 roll, the entire order amounting to \$222.00.

Mr. Lindon sold a liquor dealer 750 of "The Young Naturalist," in series 26. Mr. Lott's best order of the week amounts to \$193.00. It comes from a fire insurance company. They selected "Answering the Midnight Alarm," in series 22, and a small lot of "The Young Naturalist," in series M18.

Mr. Fowler sold a lumber company a lot of plain business calendars and our Lynch head in series D6, the entire order amounting to \$158.00. Mr. Ungerer's best order of the week was from a tailor, and amounts to \$181.00. Their selection was "The Sisters," in series M4 and M15.

## NEWS FROM THE FIELD

### MR. K. H. GERLACH VISITS MR. BEELMAN.

Last week Mr. Gerlach spent a couple of days with Mr. Beelman, and in connection with their work together Mr. Beelman writes as follows:—

"Please accept my thanks for sending Mr. K. H. Gerlach up this way a couple of days to work with me. We were not able to close up as much business as I hoped we could, but I feel sure the work Mr. Gerlach did on two large prospects will result in one, possibly two, orders before August 1st.

"I had my first opportunity to watch the methods and listen to the line of talk of a real salesman making a real sale, and am positive the ideas I picked up will be a great benefit to me in the future.

C. M. Beelman."

### McLAUGHLIN WRITES REGARDING CHARTER WEEK.

Sometime ago as most of you know, the editor wrote every man on the force with reference to Mr. Thompson's plan for making the anniversary of the granting of our charter, a big week. It seems that Mr. McLaughlin did not receive the letter, and the first intimation

he had that such a plan was on foot came to him through the pages of the Review announcing the result. It is very evident that the letter directed to Mr. McLaughlin missed him as he was certainly on the list, and as a matter of fact every man, active in the field was sent a copy of the letter. While we regret this, at the same time we feel sure that Mr. McLaughlin put forth his best work, during that period, as he has been going at a very steady gait of late and with the exception of a few lays which he recently lost on account of sickness, he has been sending in business with regularity. His letter follows:—

"Have reported a bum business for this week. Do not know why. Surely not on account of lack of hard work, as I put in one of the hardest weeks of the year. Seemed to be up against it as they say. Prospects that I expected orders from were, in every case but one, out of the city. Will have a good rest tomorrow and will go after them Monday stronger than ever.

"For some reason or other never heard about your anniversary week, or the stunt the boys had planned until I read it in the Review, but I want to say right here that I could not have worked any harder than I did that week,



if I had known about it. It is a little late but accept my congratulations and best wishes for an always successful business, and I want you all to know that there is not a salesman on your force who appreciates any more the encouragement given him by the G-B Co.; who has the interest of your business any more at heart; or takes more pride in the company or its successes, than does a salesman by the name of

McLaughlin."

#### "CHRISTMAS MORNING" PART OF THE GREATEST SHOW ON EARTH.

We recently received word from Mr. McCully that Ringling Brothers, of circus fame, who operate "the greatest show on earth," have a reproduction of "Christmas Morning" in life size on one of their wagons. He says there can be no mistake about it as they have it reproduced in the exact colors, etc. The artist who decorated their wagons certainly showed good taste in selecting subjects. McCully's letter follows:—

"Did not know but it might interest you to know that the Ringling Bros. Circus are using an exact reproduction of 'Christmas Morning,' in life size on one of their wagons. They showed here Saturday and I saw the wagon in the parade, also at the grounds at night. There can be no mistake, the colors and all are the same; the painter evidently having had a calendar to copy from. The Greatest Show on Earth shows good taste in one respect, don't they?

McCully."

#### CIES WORKS A WEEK WITH CARTER, AND RELATES SOME EXPERIENCES.

As most of you know Mr. Carter and Mr. Cies divide Kansas. Mr. Cies recently worked a week with Mr. Carter, and Carter certainly put one over Cies. It seems that Mr. Cies called on a mill and was turned down as they said they had purchased all of the calendars and blotters they could use. He gracefully retired and then went out to work a nearby town. When he returned Mr. Carter had dropped in to see these same people and in spite of the fact that they had bought, he sold them over \$100.00 worth of "A June Rose" in 17 x 34 roll. We will let Mr. Cies tell about it.

"I have just finished a week with Mr. Car-

ter that has been very profitable to me in more ways than one. I don't believe there are any of us who can beat him going in and talking to a man straight from the shoulder, and I can see where K. H. has rounded him off and polished him up considerably. In fact Mr. Carter speaks of Mr. Gerlach's visit as one of the most profitable experiences of his life.

"Perhaps Mr. Carter would be too modest to tell this but it is too good to keep. I called on the mill in ——— and was informed that they had bought more calendars, blotters and mailing cards than they needed, could not get them to consent to even look at my line. After saying a few good things for the house I passed on and told Carter there was nothing doing there this year. I went out to another small town and imagine my surprise when I returned and Carter told me that he had got them to show him the calendars they had bought of Murphy, which were in, and had put out 'June Rose,' 17 x 34 up beside them and that they just couldn't get away from her and bought over \$100.00 worth when they were already overloaded, and thereby hangs a lesson—all of us leave business behind us because we do not get in right.

"What ought to be done with a man who will write an order for \$240.00, gets it signed and then loses it? That is what happened to Carter Friday. He found a new concern just starting in business; got them enthused with three subjects; they asked the price. He told them 16c each. They told him to send them 1500. He wrote up the order and got it signed. Just then the buyer noticed the price and fainted? Mr. Carter tore up the order and told him to come out of it and boosted him up from what he evidently thought was 1500 for \$24.00 to 300 for \$54.00, which in my judgment was very clever salesmanship. I happened in just as he was concluding the second sale.

Cies."

#### JOHN DEAN THOMPSON AND CHARTER WEEK.

We have maintained right along that it is a mighty good plan for a salesman to set a mark for himself. If you have been selling calendars use your last year's sales each week for comparison and then go out and try to beat it. John Dean says its a great scheme to keep one going and interested.

It is not necessary to state that it was Mr.



Thompson who first suggested charter week anniversary. The Monday following charter week, the writer informed Mr. Gerlach of the efforts of the sales force. At that time all reports were not in. Mr. Gerlach wrote Mr. Thompson, and it is in reply to his letter that Mr. Thompson writes. His letter follows:—

"Your very encouraging letter was received by me and I appreciate it very much. I hope that the final reports showed a good volume of business for 'Charter Week,' but the weather was something fierce to try to make a big week. This must have affected all the men to some extent. It always seems there is something to turn up to keep anything I have my heart set on from making good. If that awful country-wide, torrid week, could only have come some other week than 'Charter Week' so every man could have made a 'hard drive' of it from Monday to Saturday night, I am confident we could have sent in a week's business that would long be remembered. But such is life, and I guess there is no need of holding a post mortem over it.

"By the way, since I got the memo of my last year's business by the week, I can work each week this year against the corresponding week of last year. I don't know if you have noticed but for the last seven weeks I have only fallen down one week without an increase over the corresponding week of last year and the other six weeks have been as follows. It's a great scheme to keep one going and keep interested in each week's business.

John Dean Thompson."

#### SOME CONCRETE ARGUMENTS USED BY SHIMMIN ON CALENDAR AD- VERTISING.

Mr. Shimmin has closed some mighty fine orders in the South for us, and as a matter of fact Mr. Shimmin, apparently goes after only the larger and better buyers in his territory. Last year he sold a Cotton Oil Co. a bill amounting to \$161.00. It seems that this concern has a number of branches and that the managers of the different branches have a voice in the policy and expenditures for advertising. Early this year it looked as though these people were going to discontinue calendars. Mr. Shimmin has put in considerable work and time on this business and finally secured an

order which amounts to more than twice the amount of the order placed with us last year. The new order amounts to close to \$400.00.

Mr. Shimmin kindly sent the Editor copies of two letters written to the manager of this company. While some of the arguments are not new they are well put together in the shape of a letter which any of you could use on large prospects to good advantage. Copies of the two letters follow:—

"With reference to the art calendar as an advertising medium for your company and products:

Many of the most successfully marketed products today, are marketed largely by picture advertising. It is advertising that appeals to everyone.

Many expensive columns of informative advertising will not do more than is done in a glance at the right kind of art advertising. The favorable impression with which your company and products are associated, created in the mind, is advertising that carries weight. It suggests quality and desirability and is strongly influencing. Impressions made through pleasing pictures are not only favorable but lasting.

"No better interior space can be secured in homes and offices than is secured by the art calendar. It secures without charge space for your sign that would not otherwise either be given or sold. I secures this prominent space, where it stays in service constantly because of its utility and decoration. It is persistent. It is permanent. If continued year after year, it becomes established.

"The art calendar is direct advertising, going before the eyes of your patrons and prospects. You can control the circulation to just that section and class you wish. Every calendar can be made to 'hit a bull's eye.' There need be no scattering or waste circulation. Its low cost enables you to make the service universal.

"As a specialty advertiser, no other article carries the value that is attached to a calendar bearing a reproduction of a valuable painting by an artist of high repute, and value is usually a measure of appreciation.

"The art calendar is your personal 'thank you' for the year's patronage—associated with it are your Christmas and New Year's wishes and good will—and it is your personal appeal



for the same patronage throughout the year it lives.

"No other specialty advertising medium carries the publicity that is given by the art calendar. It attracts and serves not only your patron but his callers. It is hung in a prominent position on the wall for reference or decoration or both.

"Briefly, the art calendar posts your company and products, associated with a strong suggestion of quality and desirability, in prominent space on the wall in the office or home in which your products are bought and consumed. Such signs, each nearly two hundred square inches in extent, lasting at least a year, and giving you an option on the same space for another year, cost you less than fourteen cents, exclusive of mailing charge. Each sign is accepted and given space gladly by your patrons with a degree of appreciation out of all proportion to the cost to you.

"Pages of points, doubtless as good and better, could be given to the credit of the art calendar as your advertising medium. ART CALENDAR ADVERTISING HAS THE INVESTMENT INDORSEMENT OF THE MOST JUDICIOUS AND SUCCESSFUL ADVERTISERS, ESPECIALLY IN YOUR LINE.

"Compare the merits of the art calendar with those of any other medium for the work you wish it to do, and we will confidently abide your decision. Your specialty advertising appropriation will go effectively further in art calendars than in anything else.

Yours very truly,

F. W. Shimmin."

"Dear Sir:— ,

"Some of the very best reasons why the art calendar is a good advertising medium are brought out by the objections urged against it.

"One of your men objected because 'we used them last year.' The fact that the art calendar is a CONTINUOUS advertising medium is one of the strongest points in its favor. If your calendar is good advertising this year it will be better advertising next year. Even with no greater amount of money invested and no increase in number distributed, the number of preferred positions secured will be greater if your distribution is only as careful. Many an advertiser's calendar holds a preferred position largely from the force of habit of hanging the same advertiser's calendar in the same place year after year.

"One of your men objects because 'calendars are too common.' Many business men have the impression that advertising calendars are

## HANDICAP CONTEST SCORES--WEEK ENDING JULY 3

Salesman	No. Orders	Salesman	No. Orders
Albert.....	0	McCully.....	4
Barber.....	12	McDonald, H. B.....	6
Beelman.....	21	McDonald, W. A.....	0
Bowles.....	2	McLaughlin.....	Sick
Brooks.....	6	Marks.....	Not Working
Carter.....	27	Meyer.....	12
Cies.....	7	Moore.....	9
Coleman.....	Not working	Osmun.....	0
Conkling.....	29	Parks.....	12
Coulter.....	0	Reilly.....	0
Ellis.....	0	Roberts.....	Not Working
Fadely.....	3	Saxton.....	" "
Fairbairn.....	2	Shepard.....	0
Finley.....	6	Shimmin.....	0
Gerlach, A. E.....	15	Smith, F. A.....	Not working
Hanaghan.....	Not working	Smith, H. E.....	2
Huffert.....	14	Smith, S. L.....	Not working
Lins.....	17	Thompson.....	8
Lott.....	51	Ungerer.....	8
Lindsley.....	13	White.....	0
McCullough.....	0	Woodman.....	Not working



common because they see the same calendars so many times during each and every day of the year. In other words the impression exists more because of the great many times the same calendar is seen than because of the number seen. The fact that each copy of your art calendar is seen a great many times a day by the same people, especially when those particular people happen to be your patrons and prospects, is certainly no objection.

"Another of your men, I believe, objected because 'everybody uses them.' General approval and endorsement of the art calendar by many of the most judicious and successful advertisers is only another strong point in its favor. Wall space in homes and offices is too great to be monopolized. If a dozen good art calendars are received by the same party, the chances are that they will all go up. If so, the first is as good an advertiser as the last, and the last is as good as any one of the others.

"Still another objected because he felt that the free distribution of your products would give better results. His idea, doubtless, was to convince the consumer of the high quality and desirability of your products. A good art calendar posts your products in the household with a suggestion of quality and desirability so strong that it is taken for granted. The art calendar is more economical and is many times reminding of the conviction.

"Another objected, I believe, because he thought a purse or pocket knife, distributed to your dealers would be more effective. He overlooked the very much greater publicity of the

calendar. He overlooked the fact that in the case of Smith, Jones, White & Co., only one of the members of the concern could be reached by such a medium while the art calendar would serve all. He overlooked the fact that in presenting a fifteen cent art calendar, bearing a reproduction from a valuable painting, he could well afford to be proud of his little token of appreciation; while he would not be apt to make as favorable an impression nor to arouse the appreciation of his customer so much with a fifteen cent purse, pocket knife or any other fifteen cent novelty.

"I will call upon you within the next day or two and should be glad to have a few minutes with you to tell you something of the calendar advertising that we are doing for satisfied customers.

Yours very truly,

F. W. Shimmin."

#### McLAUGHLIN MAKES A SALE AFTER SUPPER AND SAVES THE DAY.

In connection with an order, which by the way was not a large one, amounting to approximately \$20.00, Mr. McLaughlin wrote that it was not secured until after supper, all of which goes to show that many a day can be saved if a salesman is determined not to send in a blank report. McLaughlin writes as follows:—

"Enclosed find order which I landed after supper. Commenced to think that I was going to get a goose egg, but I broke the ice tonight and nothing will stop me now.

McLaughlin."